

Robert F. Roberts III

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EDUCATION

University of North Carolina at Chapel Hill, 2003-2005 (completed: December 2005)

Master of Arts in Journalism and Mass Communication: Focus in Multimedia and Media Law

University of Utah, Salt Lake City, UT, 1992-1995

Bachelor of Arts in English, Bachelor of Arts in Political Science

PROFESSIONAL EXPERIENCE

Multimedia Producer, News & Observer, Raleigh, NC, Sep. 2006–present

- Developed video, audio, and Flash-based multimedia projects for daily newspaper with Sunday circulation of more than 200,000. Responsible for all phases of production including brainstorming with reporters and editors, content gathering design, production and delivery.
- Served as lead multimedia producer for coverage of ACC sports. Developed audio, video and Flash-based content, provided video coverage of games, and developed weekly video podcast.
- Served as front-line multimedia producer for breaking news and sports events including Duke lacrosse investigation coverage and ACC basketball tournament.
- Conducted training in audio and video gathering and editing for reporters, editors and producers.

Video Production Specialist, Institute for Science Learning, Chapel Hill, NC, Aug. 2003–Aug. 2006

- Performed video editing and production work for multimedia science learning initiative. Directed, shot, and edited promotional video materials as well as e-learning video modules. Developed DVD products and other materials for distribution.
- Provided technical and programming support for instructional multimedia projects.
- Served as teaching assistant for JOMC 188 – Interactive Multimedia Narratives. Developed teaching plans and led instruction in non-linear audio and video editing.

Public Affairs Officer, Federal Emergency Management Agency, Washington, DC, Nov. 1996–Aug. 2003

- Developed media strategies, coordinated media events, and produced press releases and editorials for World Trade Center Federal Recovery Office that provided nearly \$9 billion in assistance to New York and New Jersey following the September 11th terrorist attacks.
- Produced and edited daily video coverage of World Trade Center response operations broadcast by media outlets worldwide.
- Managed FEMA Radio Network, producing daily actuality feed, PSAs, and disaster news packages for radio stations nationwide. Led transition to web-based delivery of audio products.

AWARDS & HONORS

First Place, NPPA Monthly Multimedia Contest, Feb. 2008

- Multimedia Producer, Videographer for *Great Eight 2008* (newsobserver.com/great8)

Best of Photojournalism, Feature Video, 2008

First Place, NPPA Monthly Multimedia Contest, Jan. 2008

- Multimedia Producer for *Dail: Life Unbarred* (newsobserver.com/1181/story/819065.html)

President's Award for Enterprise Journalism, McClatchy Corporation, 2007

- Multimedia Producer for *Speed Unlimited* (newsobserver.com/news/growth/traffic/speed/)

President's Award for Multimedia, McClatchy Corporation, 2007

- Programmer for *Monet in Normandy* (newsobserver.com/lifestyles/arts_entertainment/monet/)

Third Place, NPPA Monthly Multimedia Contest, May 2007

- Producer for *Building Gabby Mayo* (newsobserver.com/1235/story/573130.html)

Winner for Student Journalism, Online News Association, 2005

First Place, Multimedia, Independent, Best of Photojournalism Competition, 2005

Second Place, Multimedia, Independent, Pictures of the Year International, 2005

Gold Medal, Society for News Design, 2005

- Audio/Video Coach and Design Team member for Chiloee Stories (chiloestories.org).

Audience Choice Award, Asheville Film Festival, 2005

Official Selection, Northwest Folk Festival, OpenApp Film Festival, Piedmont Film Festival, 2005-06

Cratis D. Williams for outstanding student work, North Carolina Folklore Society, 2005

- Co-producer and director of documentary film focusing on ballad singing tradition in a western North Carolina county (madisoncountyproject.org)

Institute for Science Learning Fellowship, 2003-2005

- Two-year fellowship with full tuition for outstanding master's student in multimedia.

Advisory Board Member & Contributing Filmmaker, Folkstreams.net

- Helped guide evolution of an Internet archive of folklore documentary film (folkstreams.net)

Honorary Kentucky Colonel

- Honored for disaster relief efforts following flooding, severe storms, and tornadoes.

COMPUTER / RESEARCH SKILLS

Office/Research Applications: Microsoft Office, NeoOffice, Lexis-Nexis, academic and legal databases

Multimedia Applications: Final Cut Pro Studio, Adobe Production Suite (Flash, Photoshop, Audition, Premiere, Illustrator, Dreamweaver), Sorenson Squeeze, Soundslides, Blogging & Wiki Applications (including WordPress, B2Evolution, and Drupal), Content Management Systems

Programming Skills: Actionscript (advanced), XML, HTML, CSS, some Javascript, PHP and mySQL

Special Skills: Video/Audio Field Production Techniques, Non-Linear Video/Audio Editing, Photography

REFERENCES (CONTACT INFO AVAILABLE ON REQUEST)

Eric Frederick

Managing Editor, newsobserver.com

Mr. Frederick has been Online Editor during my tenure at the News & Observer. He is responsible for the news content of the site and has helped develop my audio, video and multimedia projects.

Richard Beckman

Professor, UNC-Chapel Hill

Mr. Beckman is the former head of the Visual Communications Sequence at the School of Journalism at UNC-Chapel Hill, now Chair of the Knight Foundation at the University of Miami. He was my advisor and served as the chair of my thesis committee. He also served as executive director for the Institute for Science Learning.

Douglas Welty

Cadre Manager

I have worked with Mr. Welty in numerous disaster field offices as well as in the World Trade Center Long-Term Recovery Office in New York City.